

King George Tourism Advisory Committee

Special Meeting Minutes

3:00 pm. – 5:00 pm.

Wednesday, January 6, 2021

I. Call to Order

The meeting was called to order by Bob Baird, Chairman. The meeting was attended virtually by all members.

Members present Dee Strauss, Dave Hall, Jeron Hayes,

Also, present: Nick Minor, Kim Wilson, Roan Grapes

Guest: Ms. Christina Burroughs of Sassafras Creations

II. Public Comment

There were no public comments.

III. TAC Member Activity Reports

There were no Activity Reports.

IV. Old Business:

a. Sassafras Creations Application

Discussion and questions from committee members to Ms. Burroughs regarding TAC application for \$23,550.00 for expansion of County Compass Magazine distribution sites and additional issues. Consensus of committee is to hold pending strategic planning for some other type of joint publication that specifically promotes the county.

V. New Business

a. Caroline & King George County VTC Grant

Grant application was originally for \$20,000.00 to continue the 301 Corridor magazine. Only \$10,000.00 was granted. We are requesting \$5,000.00 to make up the difference to complete the 2021-22 edition. Don't need vote today but will send you the application and paperwork for review. You may respond by email.

Current copies will be distributed the 2020 copies with insert created to take care of 300th update.

Dave Hull- Spoke with someone from Virginia Tourism who would like to attend our meeting.

Bob Baird- There is no problem as this is a public meeting. Would need to coordinate with Nick if wants to add item to agenda.

Haven't heard from Dave re hotel participation. Nick will follow-up.

VI. Adjournment

Dee Strauss- Motion made to adjourn.

Jeron Hayes- Seconded motion

Meeting adjourned.